

HOW INDOOR  
NAVIGATION IS  
USEFUL FOR  
SELLER AS  
WELL AS THE  
BUYER



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# *Benefits for the Buyers*

1

The buyer has to simply walk into the shopping center and he is given the pathway to his most favourite shop.

2

Buyers get information about extra offers and can take part in games and engagement activities in an interactive user experience

3

The visitors can be assisted with parking guidance – to locate an empty parking spot in the parking area and later to discover their car in the huge parking area.

4

Benefits and loyalty programs run through these devices and proximity marketing sensors tend to be more focused on user likes and dislikes as they are based on real time data.

# *Benefits for the Seller*

1

The sellers can share the information about the most recent offers and discounts

2

Sellers get a chance to track and study customer movement and behaviour to configuration better campaigns and diversions to additionally upgrade the client experience.

3

Advantage where they can position the car care and accessories in close proximity to the parking lots – where the chance of customers buying the product is highly increased.

4

Marketing managers have better information and data in their hands to take more informed decisions.